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HYBRID PASSIVE-INTERACTIVE TELEVISION PROGRAM GUIDE
WITH INTERACTIVE PROMOTIONAL VIDEO REGION

5 This application claims the benefit of United States provisional application No. 60/126,716, filed March 29, 1999.

Background of the Invention

10 This invention relates to electronic television program guide systems, and more particularly, to hybrid passive-interactive program guide systems.

15 Electronic program guides can be broadly categorized as being passive, interactive, or as a hybrid of passive and interactive guides. A passive guide, like the one shown in FIG. 2, typically scrolls through a schedule grid in which the grid elements represent particular programs. Video is displayed in a
20 video display region in the upper half of the display screen. The video display region is commonly used for advertising pay-per-view movies, advertising products and services, advertising channels, and displaying entertainment news features, such as interviews with
25 actors and directors.

Interactive television program guides typically provide an interactive schedule grid. A user can select programs from the grid and perform actions

such as scheduling reminders, scheduling a recording, ordering a pay-per-view movie, blocking an objectionable program, tuning to a selected program, etc.

5 Hybrid passive-interactive program guides combine passive promotional content with an interactive grid. This combination provides the user with access to searchable program information and exposure to promotional material that may inform the user of
10 programs, products, or services of interest.

 However, hybrid program guides do not generally offer the user an opportunity to immediately and easily access interactive features that are related to or associated with the passive promotional content.

15 It is therefore an object of the present invention to provide a hybrid program guide that supplements passive promotional content with interactive features.

20 Summary of the Invention

 In accordance with the present invention, a hybrid passive-interactive program guide is provided that supplements passive promotional content with
25 interactive features. The user may immediately and easily access interactive features related to the promotional content. A user may be alerted to the availability of a supplemental interactive feature by a visual indicator that prompts the user to request the
30 interactive feature. The program guide may provide the interactive feature upon the user's request.

 Various types of passive promotional content may be enhanced with interactive features. For example, users may respond to promotions for movies by
35 requesting further information, by setting a reminder

to view the movie, or by scheduling a recording of the movie. If the video is an entertainment news feature, such as an interview with an actor, the user may be given an opportunity to view a list of movies with that actor. Enhanced advertisements for channels may be used to provide the user with an opportunity to view a program schedule for a channel or to tune to that channel. Enhanced advertisements for interactive services may provide users with an opportunity to access a service directly, or to order the service if a subscription is required. Enhanced product advertisements may provide users with the ability to request further information to be delivered by mail, to view related websites, or to order the advertised product.

A hybrid guide may be formed using any program guide system that has been configured to present the user with interactive schedule information and passive promotional content at the same time. The computing power and data storage needed for such a program guide system may be accessed using any suitable communications path (e.g., local broadcast paths, satellite broadcast paths, cable paths, Internet paths, etc.). One or more such communications paths may be used to connect user television equipment with television provider equipment. Any suitable combination of user and provider hardware, suitably programmed, may be used to deliver a hybrid guide with supplemental interactive features.

Further features of the invention, its nature and various advantages will be more apparent from the accompanying drawings and the following detailed description of the preferred embodiments.

Brief Description of the Drawings

FIG. 1 is a schematic block diagram of an illustrative system in accordance with the present invention.

5 FIG. 2 is an illustrative display screen for a passive television program guide.

FIG. 3a-3b depicts use of the present invention with an entertainment news feature displayed in a hybrid program guide.

10 FIG. 4 and 5a-5b depict use of the present invention with channel advertisements displayed in a hybrid program guide.

FIG. 6 depicts use of the present invention with interactive service advertisements displayed in a
15 hybrid program guide.

FIG. 7a-7b and FIG. 8 depict use of the present invention with product advertisements displayed in a hybrid program guide.

FIG. 9 depicts use of the present invention
20 with a barker channel.

Detailed Description of the Preferred Embodiments

An illustrative hybrid guide system is shown in FIG. 1. The user television equipment 22 shown
25 consists of a display 45, a user input device 40, a local recording device 30, such as a VCR, or digital-video recorder, a tuner 42, and a data processing device that has been programmed with electronic program guide 20 software. The figure shows the recording
30 device 30, tuner, and EPG 20 housed in a set-top box which is connected to a display 45. However these functions may be physically grouped in any way. For example the tuner 42, recording device 30, Program guide 20, and display 45 may all be housed in a single

set-top unit 17, as shown in FIG. 1. Alternatively the tuner 42, and recording device 30 may be housed in a set-top box unit 17 connected to a separate display unit 45, and the Program guide software 20 could be
5 provided in a desktop computer, a PDA, the user input device, etc. connected to the rest of the user television equipment by any appropriate path, e.g. an infrared port, USB, etc.

The program guide software 20 is a client
10 program which communicates with an program guide server 60 at the provider end. The server 60 supplies the program guide client 20 with the basic schedule information needed to construct a schedule grid as well as any other data needed for interactive features. In
15 fact the client 20 itself may be downloaded from the server 60 on boot-up. Alternatively, the program guide client 20 may be a virtual machine, and interactive features may be transmitted as applet software either on request or in advance of requests.

20 The medium by which the client 20 and server 60 communicate is not necessarily the same as the medium used to deliver the television programming. For example, the programming may be delivered by satellite broadcast, while the program guide client 20 is
25 connected via a plain-old-telephone service(POTS) to an program guide server 60 on the Internet. Alternatively both the programming and the hybrid guide system may be supplied through one medium, e.g. cable, or the Internet.

30 Production of a hybrid passive-interactive program guide may begin with delivering a complete passive guide product to a program guide channel by the television distribution system. Alternatively the

passive video content may be streaming video delivered using an Internet protocol.

5 The program guide client software 20 may then use the schedule information retrieved from the program guide server 60 to create a grid which it overlays on the screen without obscuring the passive promotional content 91 to generate the hybrid guide. The program guide client 20 may then display visual indications, such as a "*" icon, or a letter or a number, or a text message, to alert the user to the availability of supplemental interactive features associated with the passive promotional content. The user may then respond to the prompt by pressing a similarly labeled key on a user input device 40. Alternatively a special key on 10 the user input device 40 may be reserved for the purpose of responding to any prompt.

 Supplemental interactive features for the passive promotional content 91 in the hybrid guide may be delivered either by the server, or with the passive promotional content itself. If the supplemental features are delivered by the server then the passive content may contain a pointer, possibly encoded in a VBI or an in-band digital channel, to the supplemental content, stored either in the user television equipment 20 22 or the provider's program guide server 60. Otherwise, the supplemental information may carry a display schedule of the passive promotional content for coordination with the passive promotional content. If the supplemental features are delivered with the passive promotional content, they may be delivered as 30 applets, for example Java byte codes, or an program guide script extracted from an in-band digital channel, to be executed by the program guide client 20.

A user may control the operation of user television equipment 22 with user input device 40. User input device 40 may be a pointing device, wireless remote control, keyboard, touch-pad, voice recognition system, or any other suitable user input device. To watch television, a user may instruct tuner 42 to display a desired television channel on display device 45. Display device 45 may be any suitable television, monitor, or other suitable display device. To access the functions of the program guide 20, a user instructs the program guide implemented on set top box 17 to generate a main menu or other desired program guide display screen for display on display device 45.

The hybrid guide may provide users with any number of interactive guide features while simultaneously providing users with the video portion of a passive guide. Any suitable interactive guide feature may be provided to replace portions of the passive guide or to supplement the passive guide. Interactive guide features may use stored schedule information for the passive guide videos, or information received concurrently with the videos playing to coordinate with the contents of the passive guide.

A hybrid guide may be generated automatically when user television equipment 22 tunes to the passive guide channel. User television equipment 22 may tune to the passive guide channel with remote control 40, or under the control of the program guide 20. The program guide 20 may direct the tuner to tune to the passive guide channel when, for example, the user enters the channel number of the passive guide directly, or when the user flips channels until the tuner tunes to the passive guide channel. In still another approach, the

user may access the passive guide directly by pressing a dedicated key on user input device 40, or by selecting an on-screen option when in the interactive television program guide.

5 The hybrid guide may be generated by the program guide 20 using any suitable overlay technique to overlay program listings display areas, text display areas, graphic display areas, video display areas, or interactive feature areas onto the passive guide display screen. Interactive feature areas may include any suitable interactive program guide feature and may replace or supplement a passive feature of the passive guide. The interactive guide may generate the hybrid guide immediately when a user tunes to the passive guide channel. Alternatively, the interactive guide may wait to generate the hybrid guide until the user indicates a desire to access interactive features with user input device 40.

20 The program guide 20 may, for example, overlay a passive listings display area (e.g. program listings areas 85 of FIGS. 3a and 3b) with an interactive listings area in response to a user indicating a desire to select a program listing by, for example, pressing an arrow key on remote control 40.

25 The program guide client 20 may determine the current time slot and channel for which listings are displayed by the passive guide based on passive guide information retrieved from the server 60, and may display interactive listings for the same time slot and

30 channel, thereby starting the interactive listings with the same listing as the passive listings. In still another suitable approach, the interactive guide may determine the type of listings displayed (e.g., whether

they are movie listings, spots listings, etc.), and display interactive listings for the same type.

The program guide 20 may indicate to a user that a hybrid guide is active by, for example,

5 displaying a highlight region in a program listings display area. FIG. 3 shows an illustrative hybrid guide having interactive grid 601 and highlight region 151. The user may position highlight region 151 by entering appropriate commands with user interface 26.

10 For example, if user input interface 40 has a keypad, the user can position highlight region 151 using "up," "down," "left," and "right" cursor keys. Program listings may also be panned left, right, up, and down by positioning highlight region 151 using the cursor

15 keys on user input device 40. Alternatively, a touch sensitive screen, trackball, voice commands, or other suitable device may be used to move highlight region 151 or to select program listings without the use of highlight region 151. In still another approach, the

20 user may speak the title of a television program listing into a voice request recognition system which will issue an appropriate command or request to the interactive guide. Any other suitable approach may also be used.

25 After a user selects a program listing, the program guide 20 may provide the user with an opportunity to access a number of program guide features. For example, the user may access additional information (typically text or graphics, but possibly

30 video if desired) about the listing, schedule an associated program reminder, or schedule an associated program for recording by one or more of digital storage device 30, secondary storage device, or program guide server.

The program guide client 20 of the present invention may place an indication on the display when supplemental interactive features are available for a currently playing passive promotional content. For instance, if the video being displayed is an entertainment news feature, such as a movie review, or an interview with an actor, director, or other artist, the program guide 20 may overlay an indication such as "Press * for related programs" on the program guide display as shown in FIG. 3a. If the user presses the corresponding "*" key on a remote control 40, the hybrid guide may then display a list of related programs as shown in FIG. 3b.

Program listings screen of FIG. 3b may include highlight region 151, which highlights a program listing 150. A user may position highlight region 151 by entering appropriate commands with user input device 40. For example, if user input device 40 has a keypad, a user can position highlight region 151 using "up" and "down" arrow keys on remote control 40.

Selecting a program from the listing may cause the program guide 20 to display further information about the selection, to tune to the selection if it is currently showing, to set a reminder for the user to watch the selected program, to record the selection, or to order the selection if it is a pay-per-view feature.

When the video being displayed by the hybrid guide is an advertisement for a channel as in FIG. 4, the user may also be prompted to request a screen where the program schedule for that channel is displayed. The program guide may offer interactive features for the program listings displayed in the "By Channel" schedule screen, e.g. selecting a program from the

listing may cause the guide to display further information about the selection, to tune to the selection if it is currently showing, to set a reminder for the user to watch the selected program, or to
5 record the selection. The program guide may also be configured to tune directly to the advertised channel when it receives a command from a user input device 40. If the advertised channel is a subscription service and the user is not subscribed, the user may be prompted to
10 order the subscription service. If the advertisement is for an interactive service, such as sports scores, on-line gaming, on-line gambling, or news headlines, the hybrid guide may access the advertised interactive service after receiving a response to the prompt from
15 the user input device 40.

The program guide can also overlay text or images on the hybrid guide display to prompt the user to request interactive features related to goods and services advertised by a video displayed on the hybrid
20 guide. For example, we see in FIG. 8 that the user may be given the opportunity to request further information, which could be distributed by post or by electronic mail, about the product in response to a prompt displayed on the hybrid guide. Alternatively,
25 or additionally the user may be given the opportunity to immediately view additional information about the product as shown in FIG. 7a. The prompt in FIG. 7a is depicted as a "*" but any suitable indicator may be used. If the user responds to the prompt, additional
30 information and/or interactive features can be displayed on the screen as shown in FIG 7b. The interactive features may, for example, give the user the opportunity to purchase the advertised product, or view a related website.

The program guide may also be used with full-screen barkers displayed on other channels. For example, if a user tunes to a channel to which the user is not permitted to view a barker may be displayed
5 indicating what the service is, and why the user is not permitted to view it. If information about the passive promotional videos indicate that a related promotion is playing on the guide channel, then the program guide 20 may overlay an indication on the barker, the display of
10 which informs the user that a related promotion is now playing on the hybrid guide. The user may also be given the opportunity to tune directly to the hybrid guide by issuing a command with a user input device 40 once the indication is displayed, as shown in FIG. 9.

15 The foregoing is merely illustrative of the principles of this invention and various modifications can be made by those skilled in the art without departing from the scope and spirit of the invention.

The Invention Claimed Is:

1. A method for providing a hybrid passive-interactive program guide to a user at user television equipment having a display, comprising:

displaying a video on the user television equipment in a video display region, wherein the video is an entertainment news feature;

displaying a plurality of interactive program listings on the display at the same time as the video;

displaying a prompt on the display of the user television equipment in the video display region that indicates that information is available about television programs that are related to the content of the entertainment news feature;

allowing the user to respond to the prompt using a user input device; and

displaying a list of television programs that are related to the content of the entertainment news feature when the user responds.

2. The method of claim 1, the method further comprising:

allowing the user to select one of the programs from said list;

displaying further information about the program when the program is selected.

3. The method of claim 2, wherein displaying further comprises displaying a website that contains further information about the selected program.

4. The method of claim 1, the method further comprising:

allowing the user to select one of the programs from said list;

tuning to the selected program when the program is selected.

5. The method of claim 1, the method further comprising:

allowing a user to select a program from said list; and

setting a reminder to view the selected program when the program is selected.

6. The method of claim 1, the method further comprising:

allowing the user to select a program from said list;

recording the selected program when the program is selected.

7. The method of claim 1, the method further comprising:

allowing the user to select a program from said list;

displaying an order confirmation screen when the selected program is a pay-per-view program.

8. A method for providing a hybrid passive-interactive program guide to a user at user television equipment having a display, comprising:

displaying a video on the user television equipment in a video display region, wherein the video is an advertisement for a channel;

displaying a plurality of interactive program listings on the display at the same time as the video;

displaying a prompt on the display of the user television equipment in the video display region that indicates that schedule information is available for said channel;

allowing the user to respond to said prompt using a user input device;

displaying schedule information for said channel when the user responds to said prompt.

9. The method of claim 8, the method further comprising:

allowing a user to select a program listing from said schedule information;

displaying further information about the selected program when the program is selected.

10. The method of claim 9, wherein displaying further comprises displaying a website that contains further information about the selected program.

11. The method of claim 8, the method further comprising:

allowing the user to select a program listing from schedule information;

tuning to the selected program when the program is selected.

12. The method of claim 8, the method further comprising:

- allowing the user to select a program listing from said schedule information;
- setting a reminder for viewing the selected program when the program is selected.

13. The method of claim 8, the method further comprising:

- allowing the user to select a program listing from said schedule information;
- recording the selected program.

14. The method of claim 8, the method further comprising:

- allowing the user to select a program listing from said schedule information;
- displaying an order confirmation screen if the channel on which the selected program is broadcast is a premium service to which the user is not subscribed.

15. A method for providing a hybrid passive-interactive program guide to a user at user television equipment having a display, comprising:

- displaying a video on the display of user television equipment in a video display region, wherein the video is an advertisement for a channel;
- displaying a plurality of interactive program listings on the display at the same time as the video;

- displaying a prompt on the display of user television equipment in the video display region

that indicates that a user response to the prompt will result in tuning to said channel;

allowing a user to respond to said prompt using a user input device;

tuning to said channel when user responds to said prompt.

16. A method for providing a hybrid passive-interactive program guide to a user at user television equipment having a display, comprising:

displaying a video on the display of user television equipment in a video display region, wherein the video is an advertisement for a subscription service;

displaying a plurality of interactive program listings on the display at the same time as the video;

displaying a prompt on the display of user television equipment in a video display region that indicates that a user response to said prompt will result in ordering said subscription service;

allowing a user to respond to said prompt using a user input device;

displaying an order confirmation screen for the subscription service when the user responds to said prompt.

17. A method for using a hybrid passive-interactive program guide to a user at user television equipment having a display, comprising:

displaying a video on user television equipment in a video display region, wherein the video is an advertisement for an interactive service;

displaying a plurality of interactive program listings on the display at the same time as the video;

displaying a prompt on the display of the user television equipment in the video display region that indicates that a user response will result in accessing said interactive service;

allowing a user to respond to said prompt with a user input device;

accessing said interactive service when the user responds to said prompt.

18. The method of claim 16, wherein the interactive service is scores and results from sporting events.

19. The method of claim 16, wherein the interactive service is weather information.

20. The method of claim 16, wherein the interactive service is a news service.

21. The method of claim 16, wherein the interactive service is on-line games.

22. The method of claim 16, wherein the interactive service is on-line gambling.

23. A method for providing a hybrid passive-interactive program guide to a user at user television equipment having a display, comprising:

displaying a video on user television equipment in a video display region, wherein the video is an advertisement for a product;

displaying a plurality of interactive program listings on the display at the same time as the video;

displaying a prompt on the display of the user television equipment in the video display region which indicates that a user response will result in the user being added to a mailing list;

allowing the user to respond to said prompt with a user input device;

adding a user to a mailing list when the user responds to said prompt.

24. The method of claim 23, the method further comprising sending further information by electronic mail to users on said mailing list.

25. The method of claim 23, the method further comprising sending further information by post to users on said mailing list.

26. A method for providing a hybrid passive-interactive program guide to a user at user television equipment having a display, comprising:

displaying a video on user television equipment in a video display region, wherein the video is an advertisement for a product;

displaying a plurality of interactive program listings on the display at the same time as the video;

displaying a prompt on the user television equipment which indicates that further information about said product is available;

allowing a user to respond to said prompt with a user input device;

displaying further information on user television equipment about said product when the user responds to said prompt.

27. The method of claim 26, wherein displaying further comprises displaying a website which contains further information about said product.

28. A method for providing a hybrid passive-interactive program guide to a user at user television equipment having a display, comprising:

displaying a barker on user television equipment when a user tunes to a channel to which the user is not subscribed;

displaying an indication on the display if there is stored information indicating that there is currently a promotion being broadcast on a guide channel.

29. The method of claim 28, the method further comprising:

receiving a command from a user input device;

tuning to said guide channel when said command is received.

Abstract of the Disclosure

A hybrid of passive and interactive program guides which displays passive promotional content together with interactive schedule information and
5 offers a program guide user the opportunity to immediately and easily access interactive features associated with the passive promotional content.

DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am an original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

HYBRID PASSIVE-INTERACTIVE TELEVISION
PROGRAM GUIDE WITH INTERACTIVE
PROMOTIONAL VIDEO REGION

the specification of which

☒ [X] is attached hereto

☐ [] was filed on _____ as
Application Serial No. _____.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims.

I do not know and do not believe that the invention was ever patented or described in any printed publication in any country before my or our invention thereof or more than one year prior to this application.

I do not know and do not believe that the invention was in public use or on sale in the United States of America more than one year prior to this application.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known by me to be material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, § 119(a)-(d) of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign

application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)

			Priority Claimed
			[] []
(Number)	(Country)	(Filing Date)	Yes No

I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below.

<u>60/126,716</u>	<u>March 29, 1999</u>
(Application Serial No.)	(Filing Date)

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known by me to be material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

<u>(Application</u>	<u>(Filing Date)</u>	<u>(Status) (patented,</u>
<u>Serial No.)</u>		<u>pending, abandoned)</u>

As a named inventor, I hereby appoint the following attorneys or agents to prosecute this application and transact all business in the United States Patent and Trademark Office connected therewith:

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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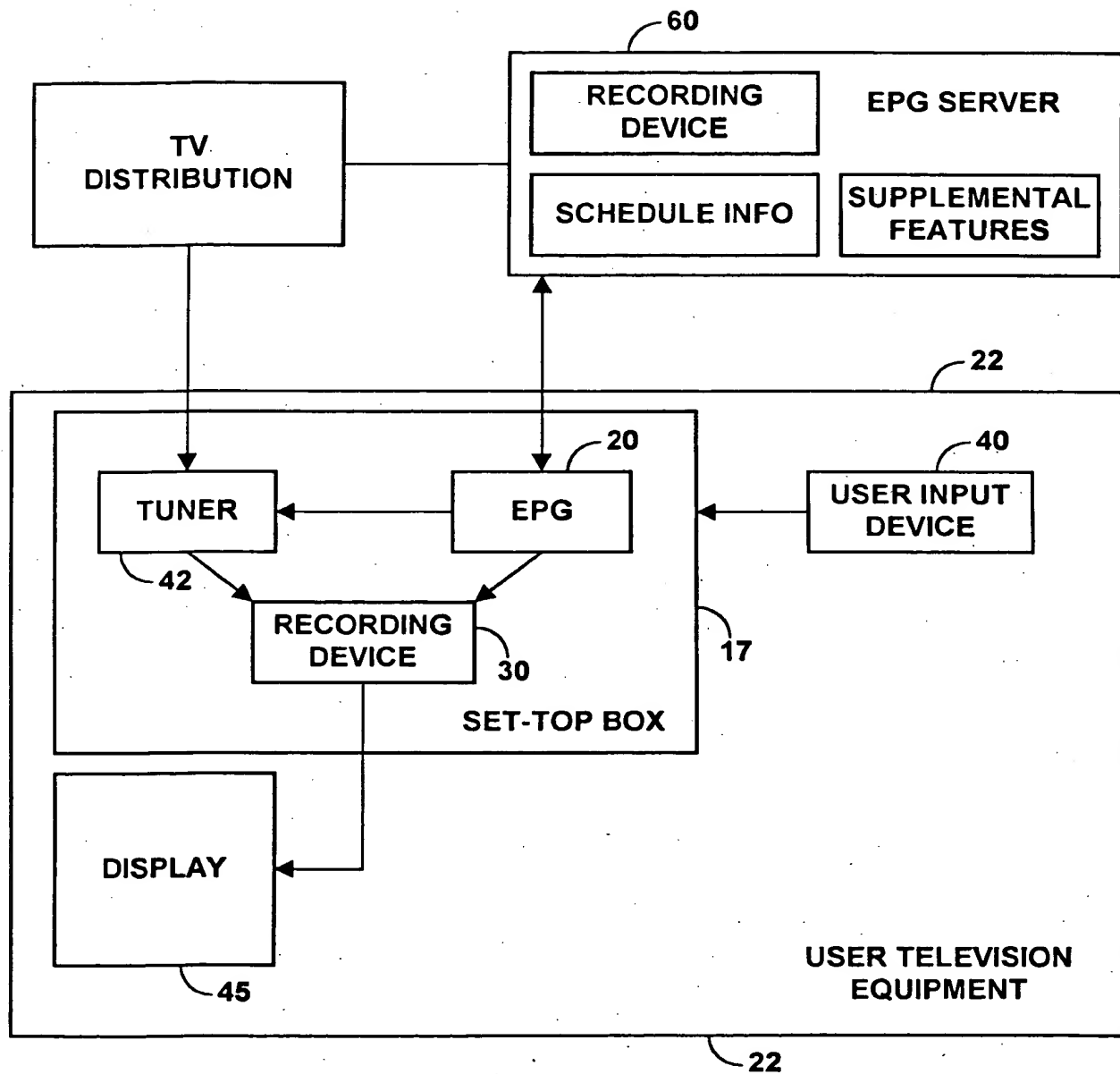


FIG. 1

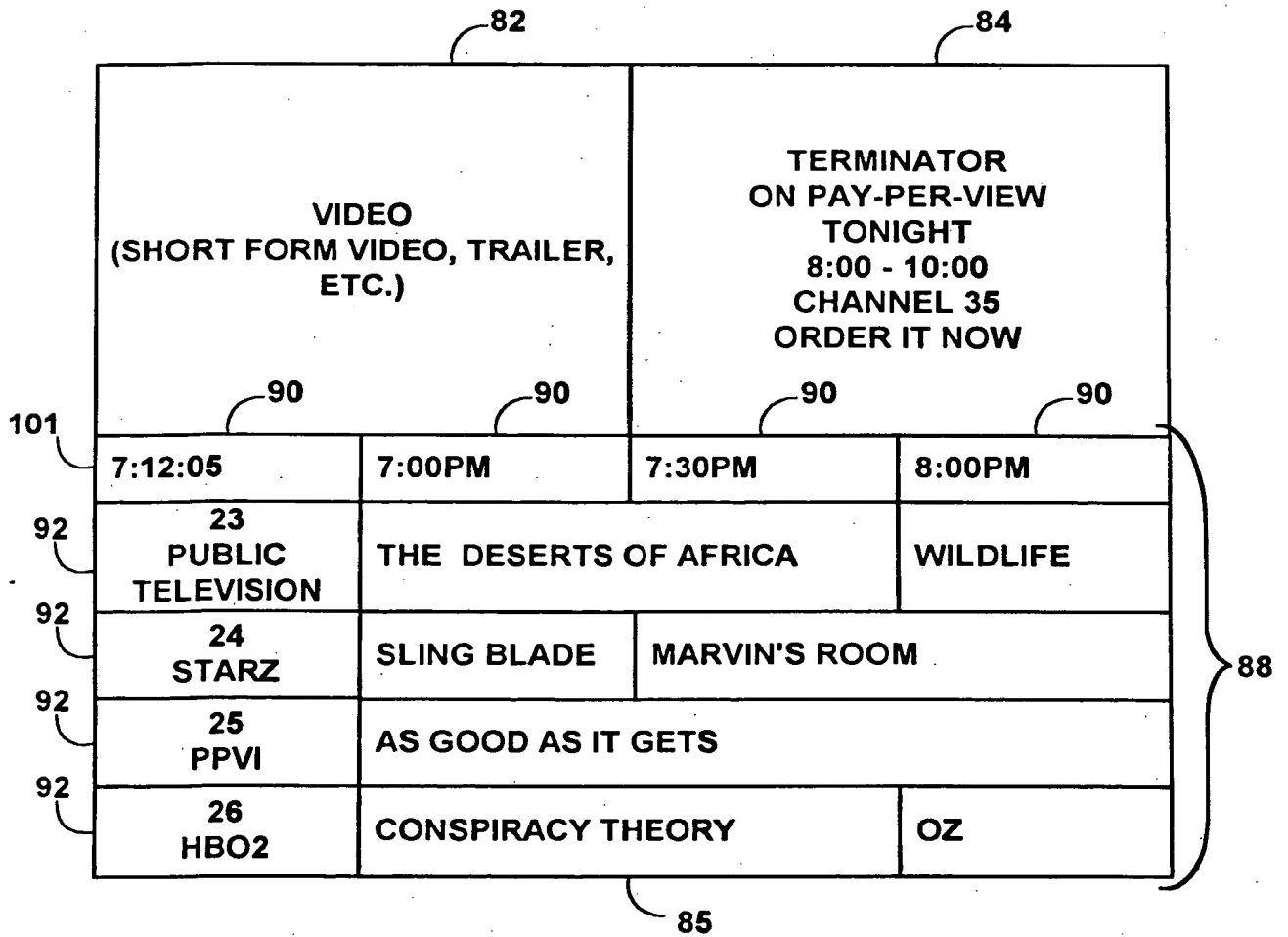


FIG. 2

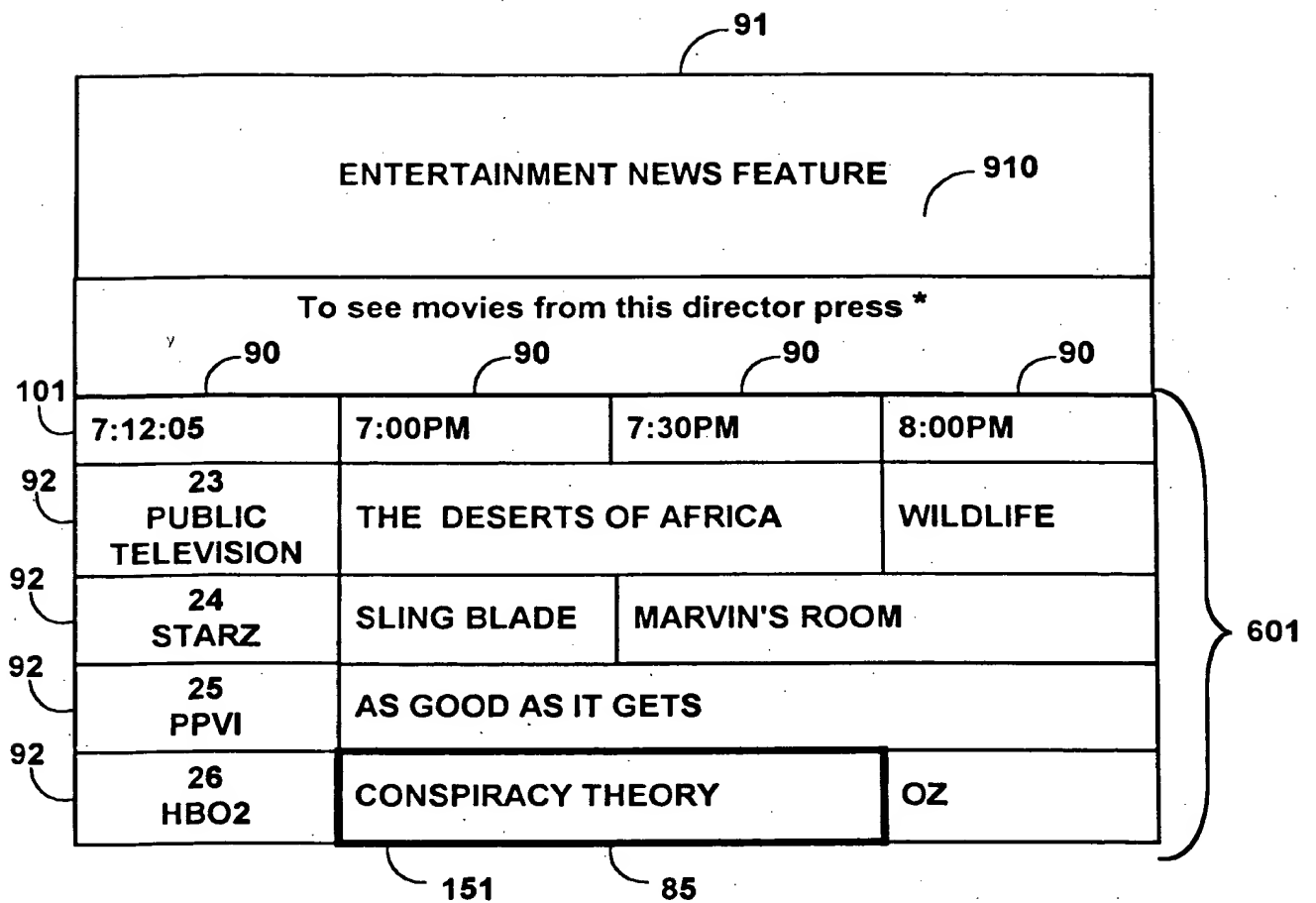


FIG. 3a

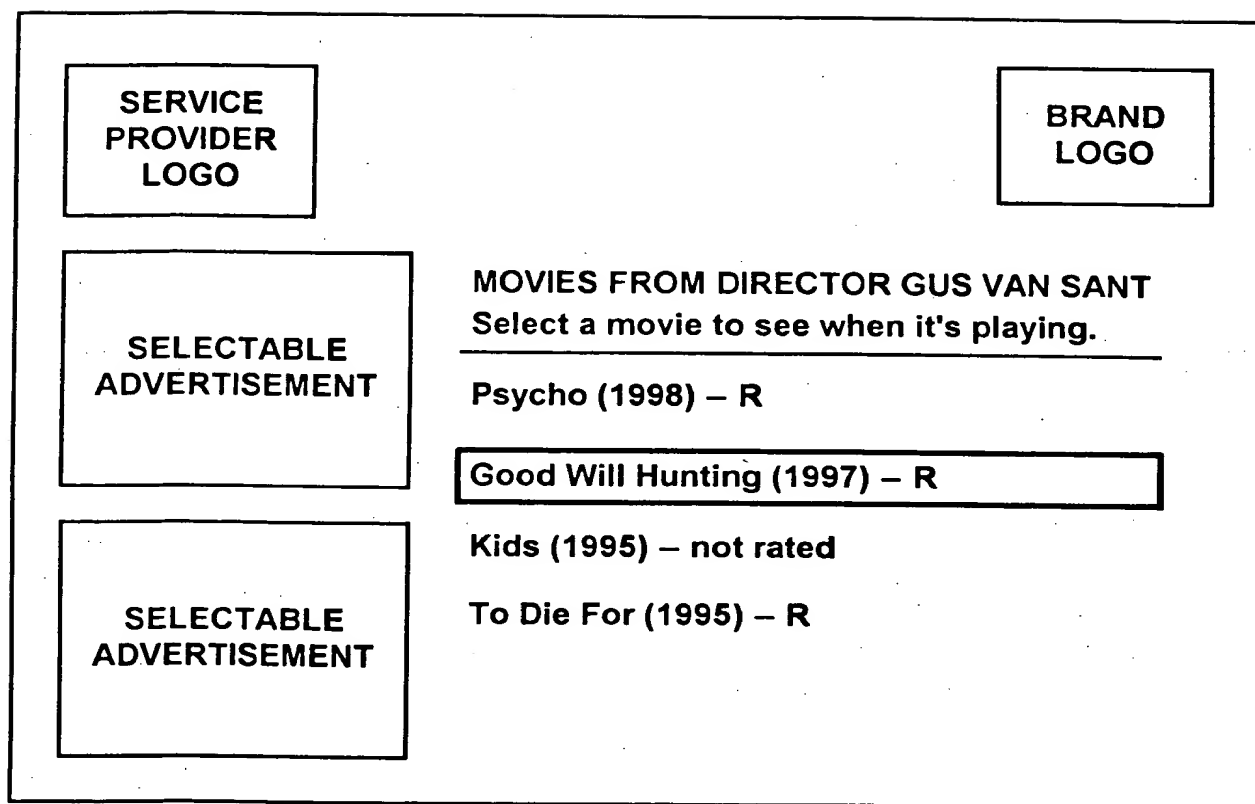


FIG. 3b

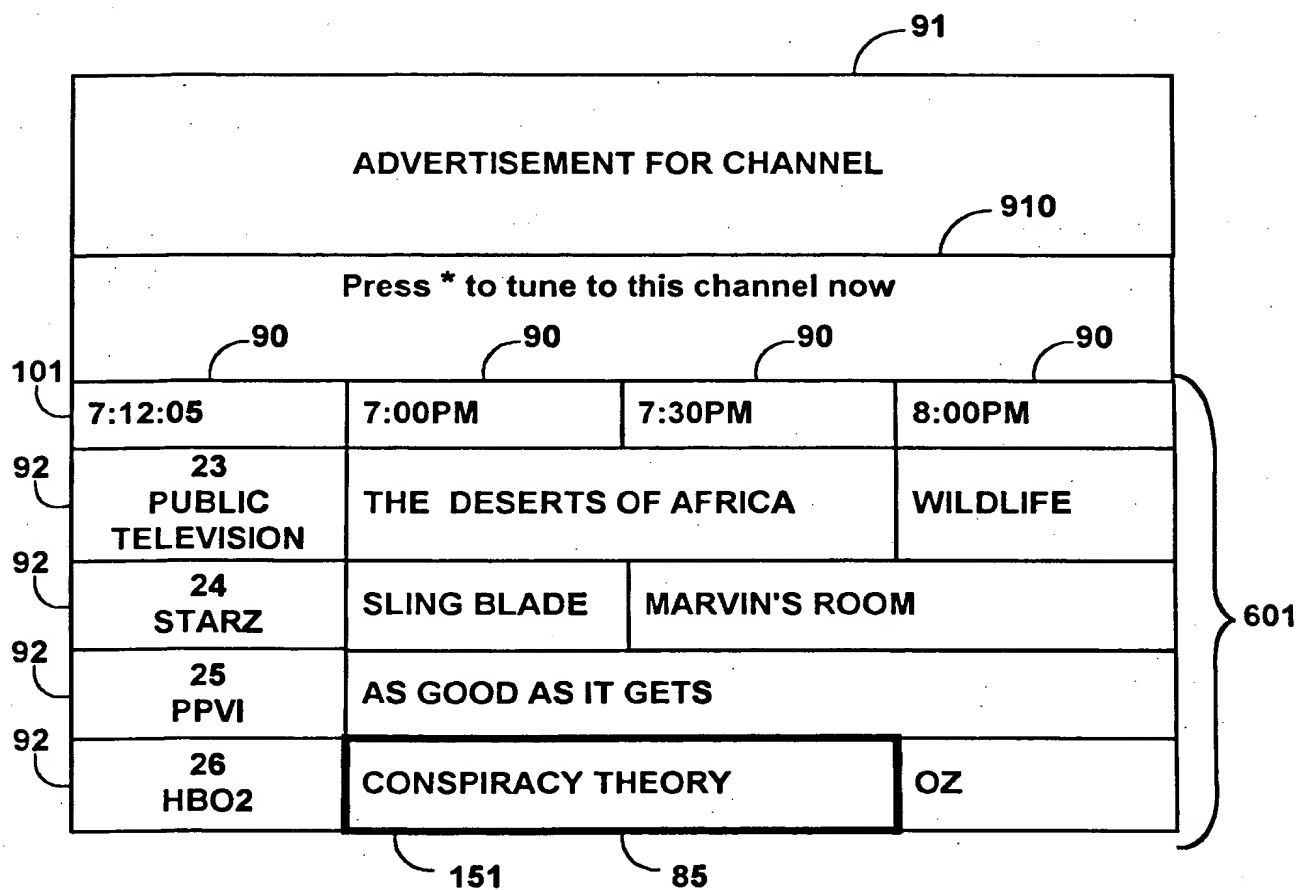


FIG. 4

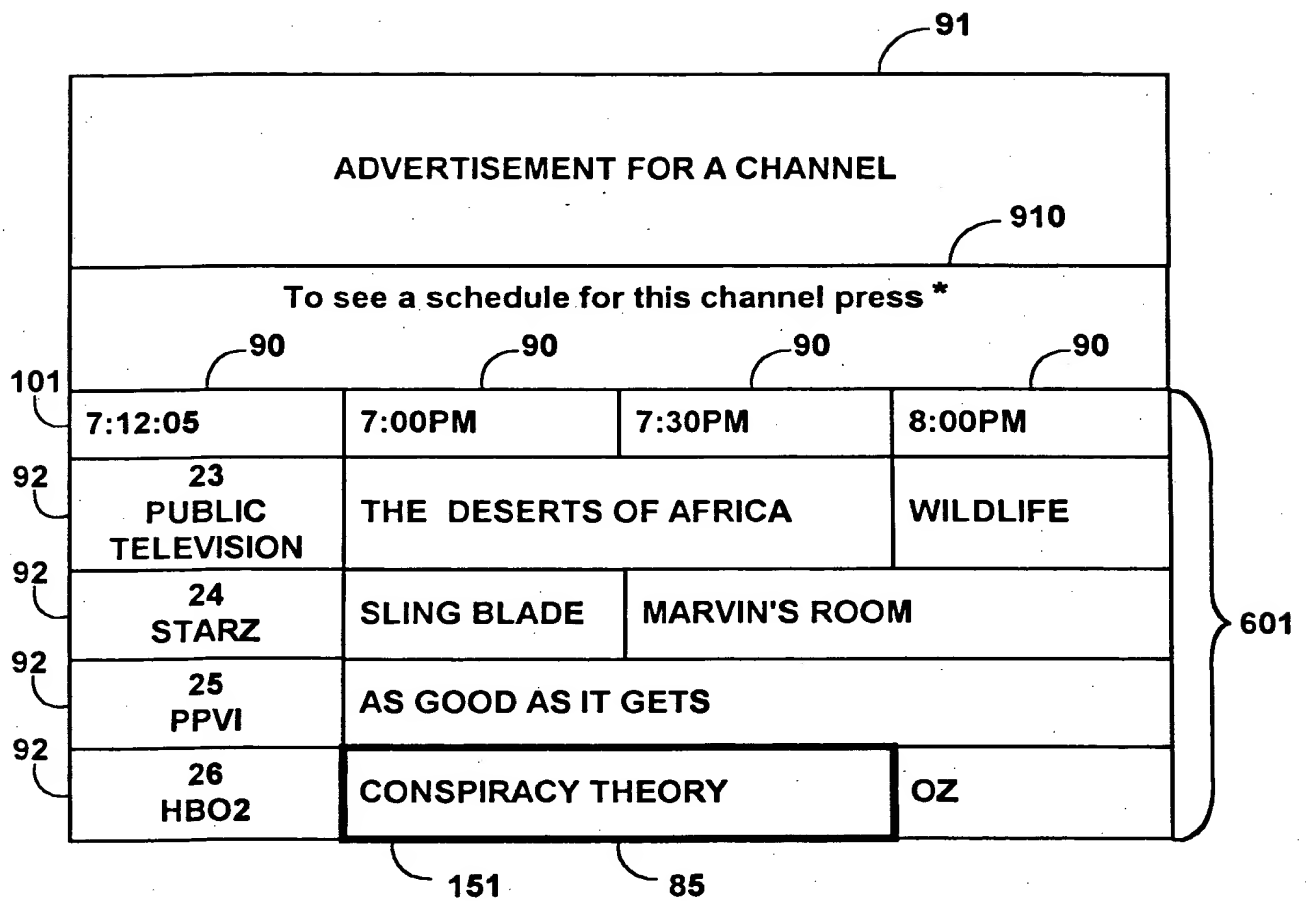


FIG. 5a

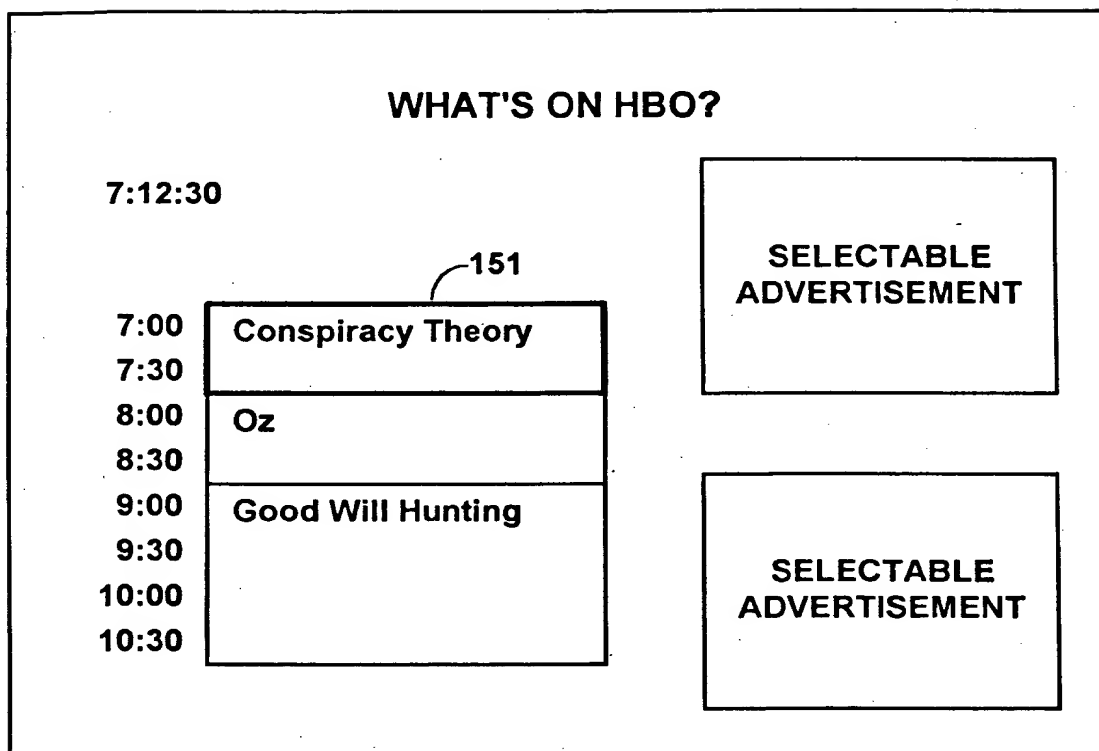


FIG. 5b

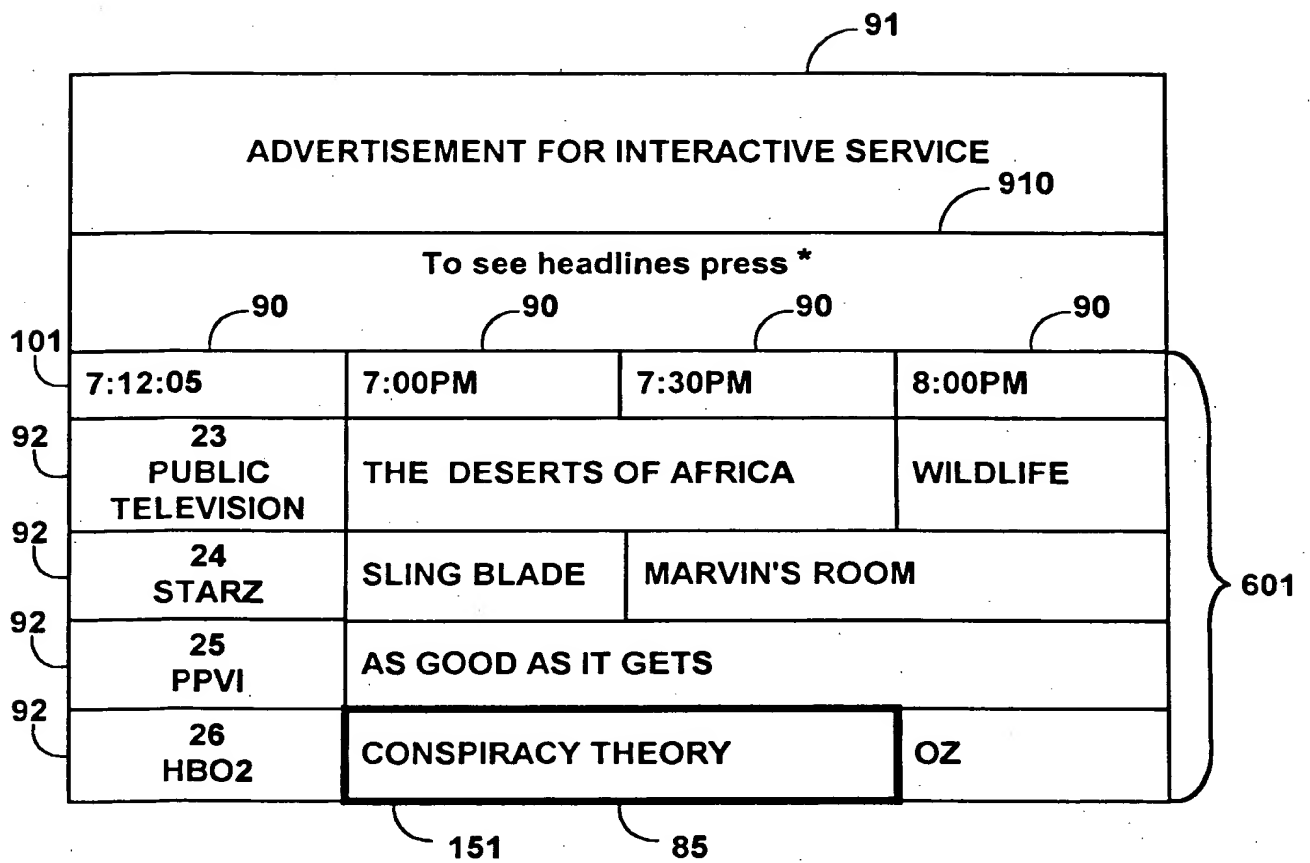


FIG. 6

910

PRODUCT ADVERTISEMENT			
7:12:05	7:00PM	7:30PM	8:00PM
23 PUBLIC TELEVISION	THE DESERTS OF AFRICA		WILDLIFE
24 STARZ	SLING BLADE	MARVIN'S ROOM	
25 PPVI	AS GOOD AS IT GETS		
26 HBO2	CONSPIRACY THEORY		OZ

FIG. 7a

PEASANTS, PIGS, AND ASTRONAUTS
Kula Shaker

Frontman Crispian Mill's mystical vocal style and bluesy guitar riffs are back on standout tracks such as "Great Hosannah," "Radhe Radhe," and "Shower Your Love."

BUY ALBUM NOW

151

HEAR "GREAT HOSANNAH"

JOIN KULA SHAKER MAILING LIST

FIG. 7b

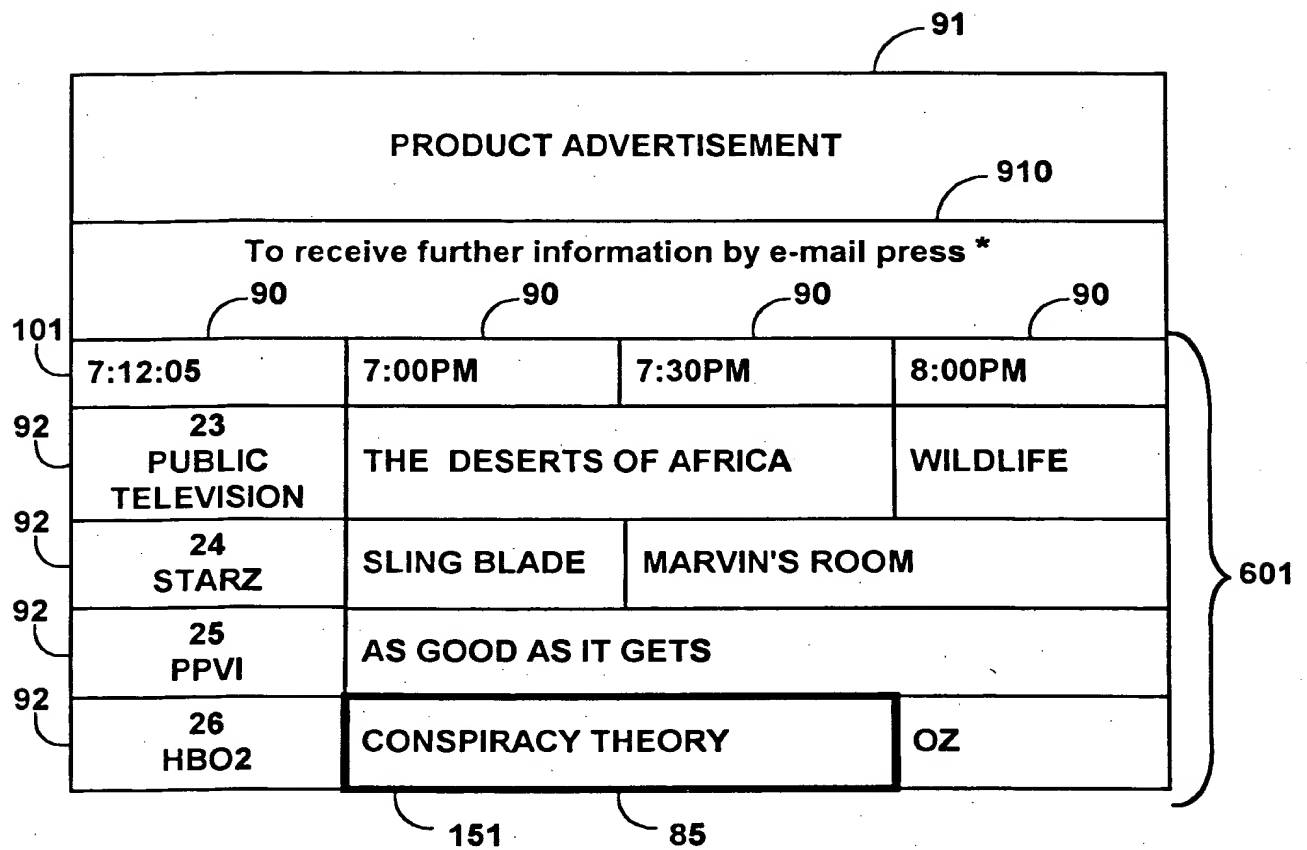


FIG. 8

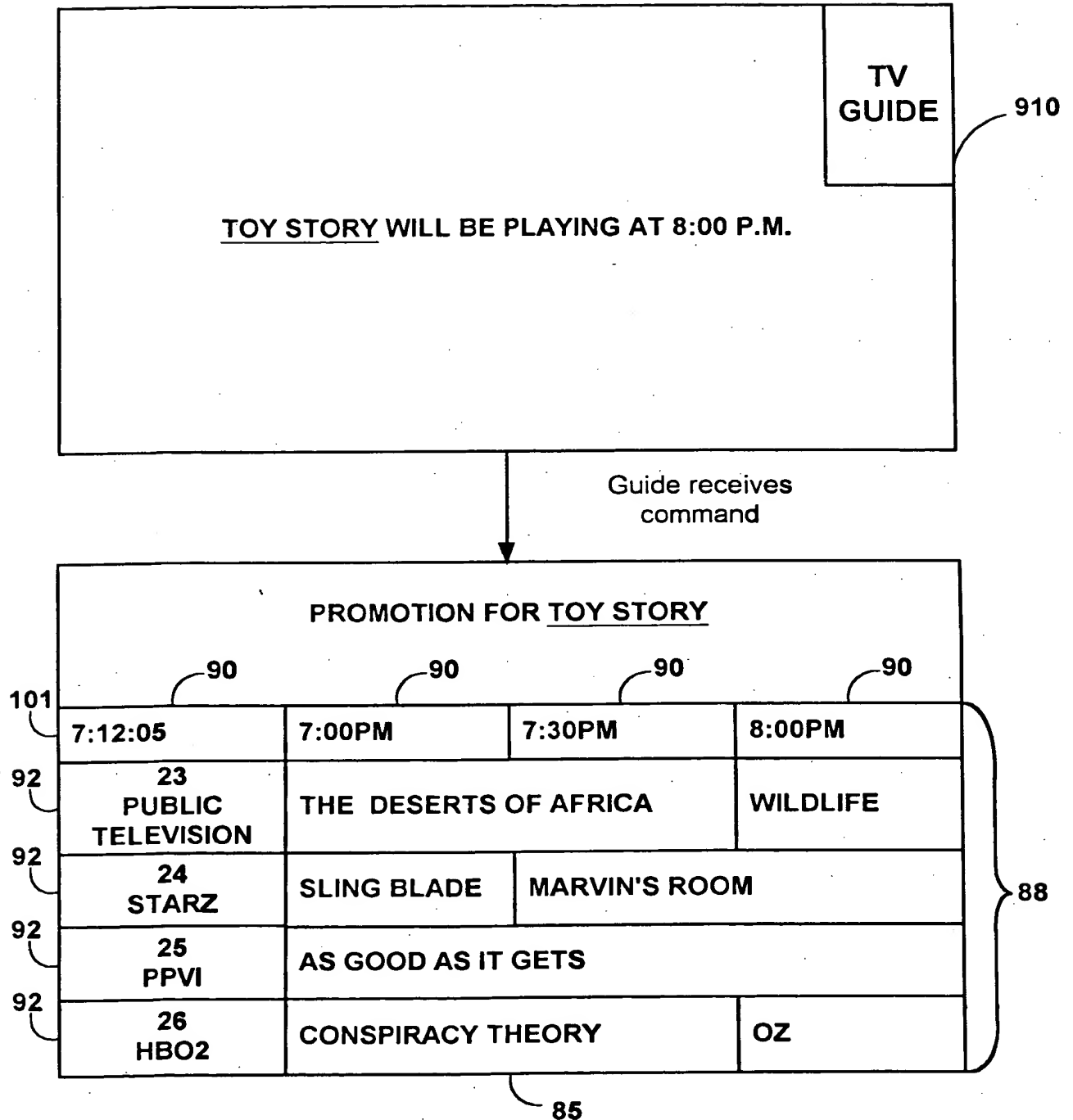


FIG. 9

1/12

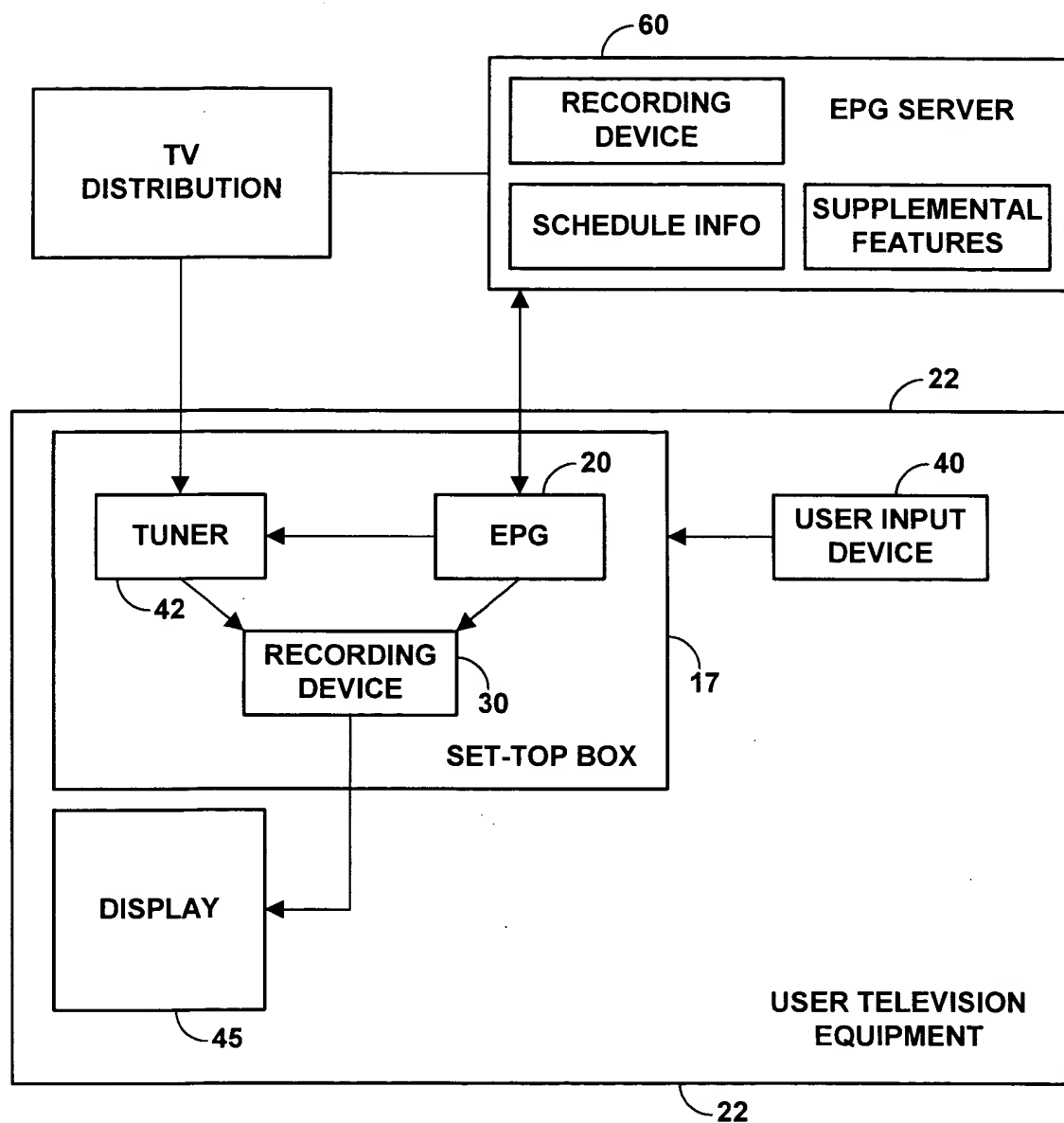


FIG. 1

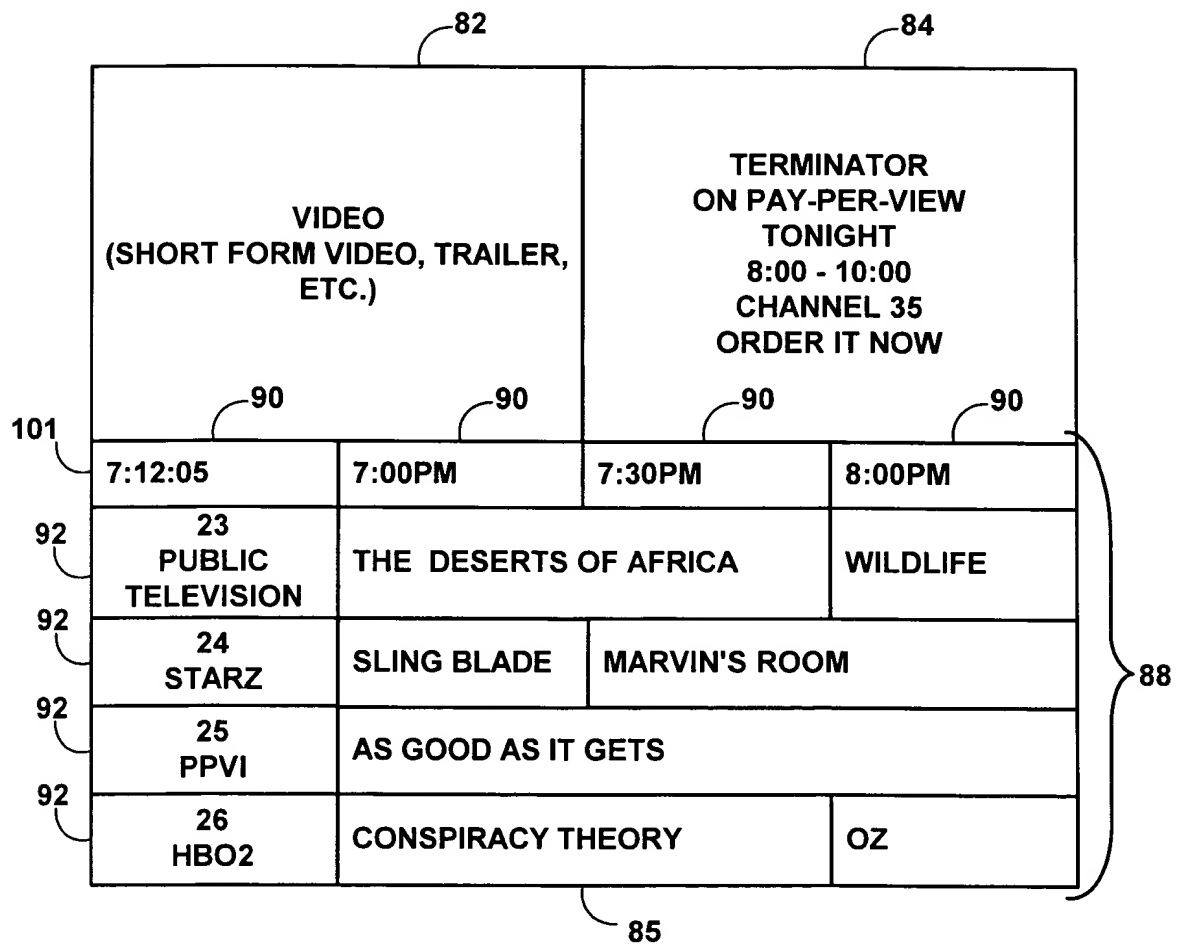


FIG. 2

ENTERTAINMENT NEWS FEATURE			
TO SEE MOVIES FROM THIS DIRECTOR PRESS *			
7:12:05	7:00PM	7:30PM	8:00PM
23 PUBLIC TELEVISION	THE DESERTS OF AFRICA		WILDLIFE
24 STARZ	SLING BLADE	MARVIN'S ROOM	
25 PPVI	AS GOOD AS IT GETS		
26 HBO2	CONSPIRACY THEORY		OZ

FIG. 3A

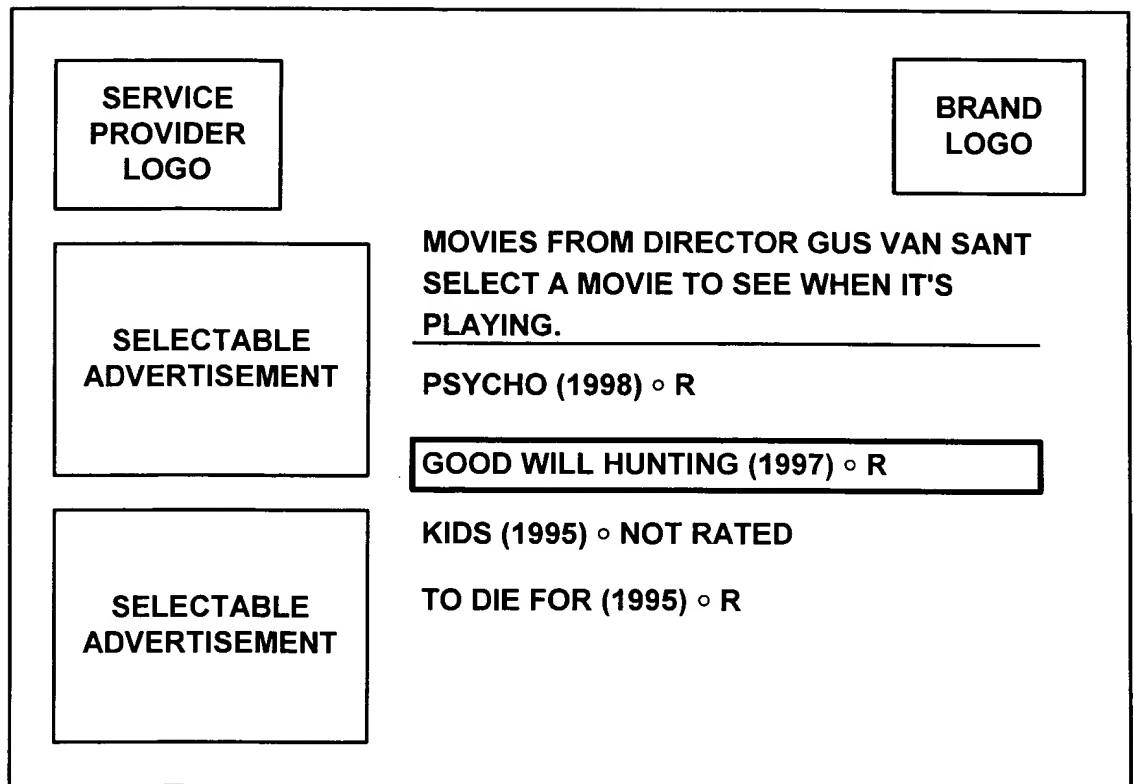


FIG. 3B

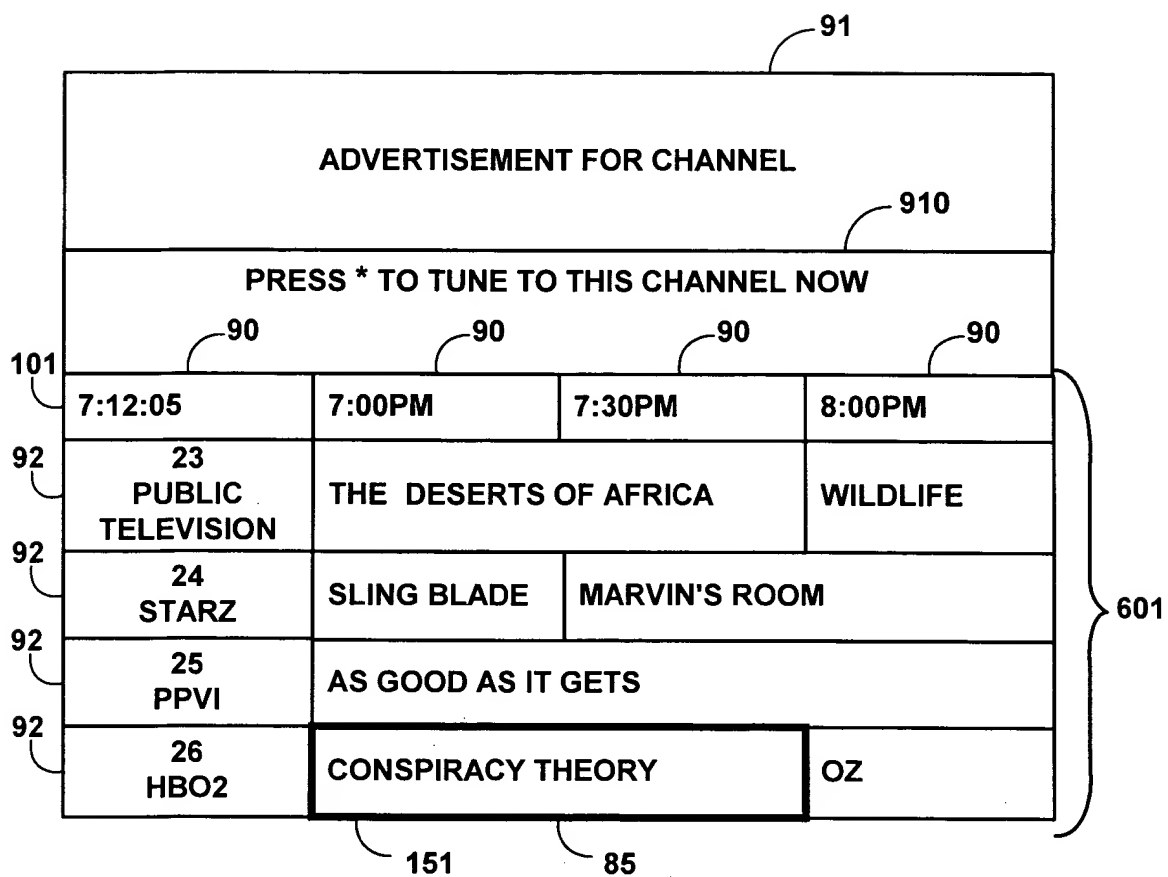


FIG. 4

ADVERTISEMENT FOR A CHANNEL			
TO SEE A SCHEDULE FOR THIS CHANNEL PRESS *			
7:12:05	7:00PM	7:30PM	8:00PM
23 PUBLIC TELEVISION	THE DESERTS OF AFRICA		WILDLIFE
24 STARZ	SLING BLADE	MARVIN'S ROOM	
25 PPVI	AS GOOD AS IT GETS		
26 HBO2	CONSPIRACY THEORY	OZ	

FIG. 5A

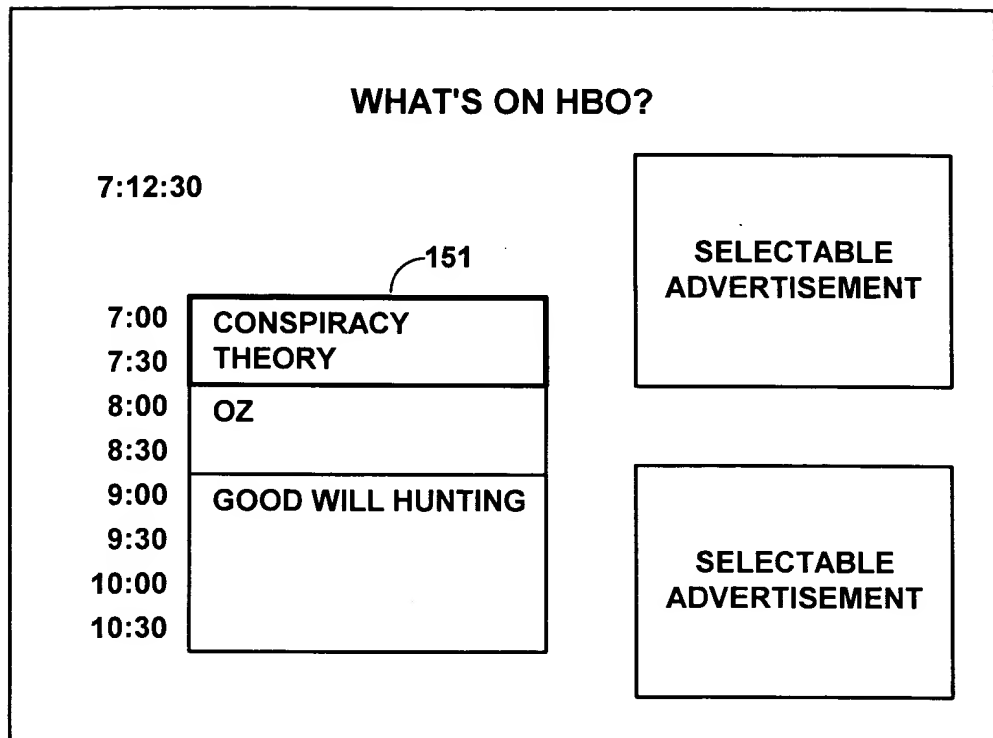


FIG. 5B

ADVERTISEMENT FOR INTERACTIVE SERVICE			
TO SEE HEADLINES PRESS *			
7:12:05	7:00PM	7:30PM	8:00PM
23 PUBLIC TELEVISION	THE DESERTS OF AFRICA		WILDLIFE
24 STARZ	SLING BLADE	MARVIN'S ROOM	
25 PPVI	AS GOOD AS IT GETS		
26 HBO2	CONSPIRACY THEORY	OZ	

FIG. 6

910 *

PRODUCT ADVERTISEMENT			
7:12:05	7:00PM	7:30PM	8:00PM
23 PUBLIC TELEVISION	THE DESERTS OF AFRICA		WILDLIFE
24 STARZ	SLING BLADE	MARVIN'S ROOM	
25 PPVI	AS GOOD AS IT GETS		
26 HBO2	CONSPIRACY THEORY		OZ

FIG. 7A

10/12

**PEASANTS, PIGS, AND ASTRONAUTS
KULA SHAKER**

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AND BLUESY GUITAR RIFFS ARE BACK ON STANDOUT
TRACKS SUCH AS "GREAT HOSANNAH," "RADHE
RADHE," AND "SHOWER YOUR LOVE."**

BUY ALBUM NOW

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HEAR "GREAT HOSANNAH"

JOIN KULA SHAKER MAILING LIST

FIG. 7B

PRODUCT ADVERTISEMENT			
TO RECEIVE FURTHER INFORMATION BY E-MAIL PRESS *			
7:12:05	7:00PM	7:30PM	8:00PM
23 PUBLIC TELEVISION	THE DESERTS OF AFRICA		WILDLIFE
24 STARZ	SLING BLADE	MARVIN'S ROOM	
25 PPVI	AS GOOD AS IT GETS		
26 HBO2	CONSPIRACY THEORY		OZ

FIG. 8

12/12

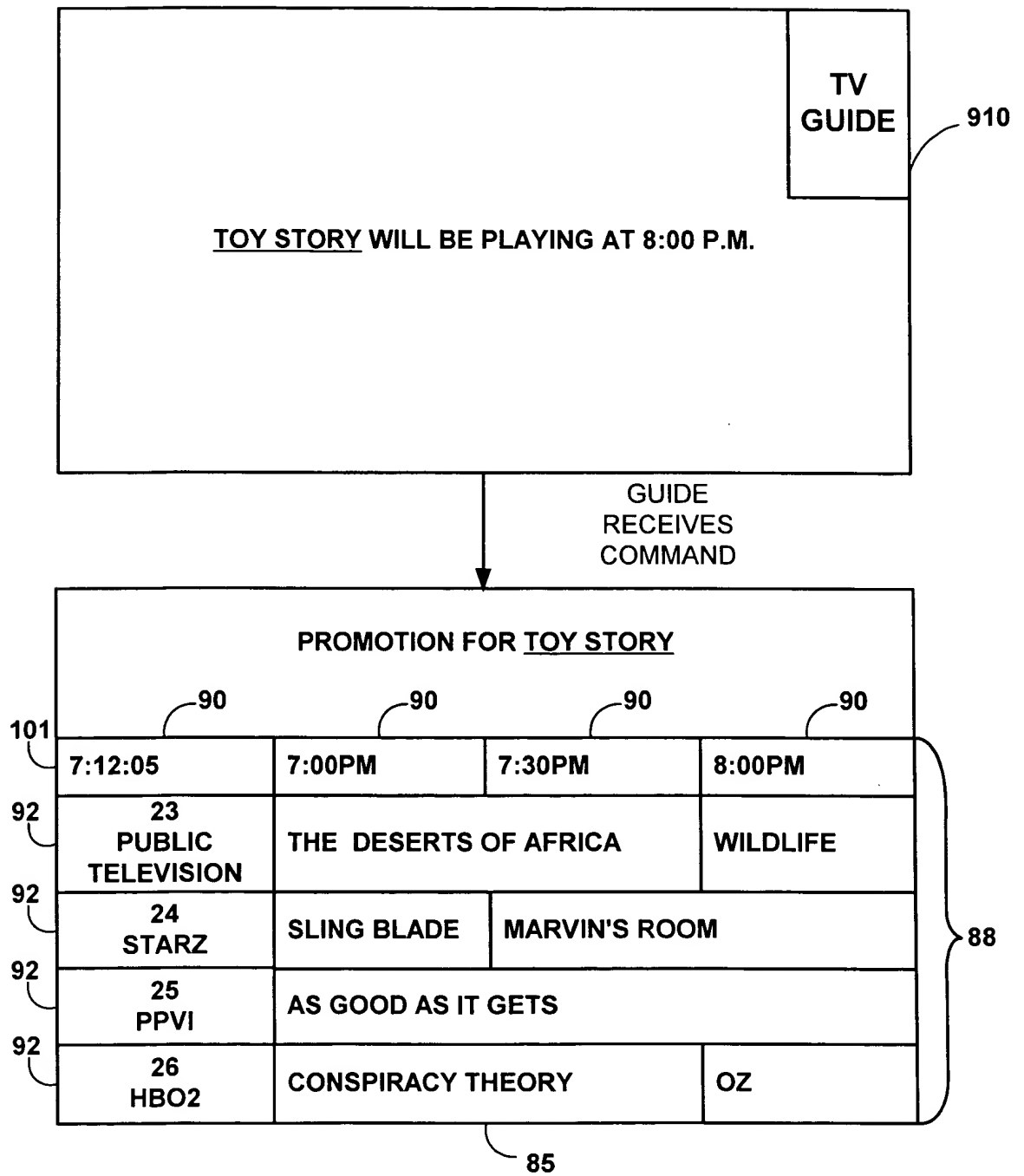


FIG. 9